

Abstract of the Invention

The present invention relates to a system and methodology to facilitate real-time generation and retrieval of consumer research information. A point-of-presence interactive system is provided, wherein consumers are motivated to provide information. Incentives such as rewards, rebates, educational/informative information, along with entertainment oriented output is provided to induce consumers to participate in an automated exchange of information. Dynamic feedback is employed by the interactive system to both determine and modify the incentives and information being sought based upon potential profiles of the participant. As information is accumulated from a plurality of participants, the interactive system employs data mining and/or other analysis to provide information consumers such as marketers and researchers with cost-effective and timely research information.